### Data is beautiful

![Excel sheet](#)
1. Number of OECD fixed Internet subscriptions

- ** Millions of Subscriptions**
- **Broadband**
- **Dial-up**


Data: Tracking progress
OECD Broadband subscribers per 100 inhabitants, by technology, December 2004

Source: OECD
A tool for shaping policy

- Data is important but the ultimate objective is informing policy making
Broadband → Big potential effects

- Electricity savings of 1.5% to 3.5% annually simply by showing people their usage and comparing it with their neighbors
- USD 6-14 billion/year
Benefits justifying rollouts

Electricity | Transportation | Education | Health

0.5% – 1.5%

On average, a cost savings of between 0.5% and 1.5% in each of the four sectors over ten years resulting directly from the new broadband network platform could justify the cost of building a national point-to-point, fibre-to-the-home network.
Understanding the Internet economy

**Approach 1**

Internet economy: e.g. income generated by Internet-related activities

GDP *static* effects

**Approach 2**

Direct impact: e.g. productivity gains generated by Internet-related activities

GDP *dynamic* effects

**Approach 3**

Indirect impact: e.g. consumer surplus generated by Internet activities

Beyond GDP
Key discussion topics (Sept 2011)

• Will need various approaches. Each has benefits and drawbacks.

• Solow’s Paradox
  – Large investments leading to sector gains but difficult to pull out of macro industry or GDP statistics
  – Will also require sector-specific approaches
  – Time lag still a problem

• New metrics needed
  – Intensity, QoS, availability/adoption/usage effects
Timeline/Outcomes

• Sep 2011
  Expert Roundtable in Paris

• Dec 2011
  Drafts: report / Internet Economy Outlook chapter

• Feb 2012
  Revised version of report/chapter

• Jun 2012
  Release of report, Internet Economy Outlook
  Workshop with policy makers

• 2012 and beyond
  Standardization and development of statistics to support
  measurements. Continuing impact studies